

ABSTRACT

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ANALYSIS OF USER SATISFACTION LEVEL OF KOPI KENANGAN APPLICATION USING END USER COMPUTING SATISFACTION (EUCS) METHOD

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(xiii + 72 + Attachments)

Kopi Kenangan, a well-known coffee brand in Indonesia with around 1,000,000 mobile app downloads, aims to make ordering coffee online easier. This research assesses the level of satisfaction of application users using the End User Computing Satisfaction (EUCS) method which includes five variables, namely content, accuracy, format, ease of use and timeliness. . Data was collected from 100 users in JABODETABEK via a Google Form-based questionnaire, with measurements using a Likert scale and data analysis carried out using SPSS, referring to the theory of Kaplan and Norton. The results of the analysis show that the Kopi Kenangan application gets a very high satisfaction score on all variables, with the highest score on the ease of use variable (4.32) and other scores also in the very satisfied category such as the content variable (4.28), the timeliness variable (4.26), the format (4.24), and accuracy variable (4.21). All variables are in the very satisfied category, indicating that this application really meets user expectations.

Bibliography (2018-2023)